

Press Release

Measuring the cost for what it's worth

DMG presents its integrated results-based online advertising solution at Internet World London 2009

DSNR Media Group (DMG) is showcasing its integrated results-based online advertising solutions at Stand E1126 at Internet World London.

Delivering measurable benefits to both advertisers and publishers, DMG's is now reaching 130 million unique users, generating over 14 billion impressions monthly.

Integrated results-based online advertising is based on answering one fundamental question: how much are you willing to pay for the desired result, whatever it may be - a new lead, customer, sale, click, or registration? The focus is on understanding that everything is, and should be, measured.

So what's in it for advertisers? DMG offers a complete optimization package accompanied with a total control of the value chain - from impression to conversion, to maximize customers' positive ROI.

The optimization process is based on the measurable results received from across all the different advertising platforms, and processes that make up the conversion value chain - starting with clicks, leads, registrations and even offline upgrades and up-sell opportunities.

For publishers, the DMG solution means 100% media monetization, high CPM rates, top tier advertisers and dedicated account managers who are both responsive and effective.

According to Co-CEO Peles Tsafrir, "Our integration and optimization methodologies and technology have been developed in direct response to the challenge of online advertising: the delivery of measurable bottom-line benefits. We believe we are giving advertisers more 'value for their money'. Co-CEO Inbar Chap further remarks that "It is based on an in-depth understanding of how to mine the web's potential for effective marketing and sales."

About DSNR Media Group

DSNR media group (DMG) is a results-based online advertising solution provider that consistently and measurably improves the bottom-line for advertisers and publishers. DMG's optimization, analytic technologies and deep knowledge of the industry over years of campaign management experience, provide customers with maximum ROI on their online advertising investments.

For further information visit our website www.dsnrmg.com

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